

## Attachment 6

### **Cambridge Recycling Participation Study Worksheet for Evaluating "12-Month" Monitoring Results**

				Raw Participation Results					Participation Rates			
Treatment Group	Contacted?	Result?	# HH	YES	Likely Maybes	Some Chance Maybes	Unlikely Maybes	NO		Definite	including Likelies	Max. (incl 23 "some")
Control	N.A.	N.A.	129	11	5	30	21	62		8.5%	12.4%	19.4%
		Dropped	11									
Brochure	NO	N.A.	7	0	0	6	0	1		0.0%	0.0%	28.6%
	Assumed=Yes	N.A.	111	12	10	3	32	54		10.8%	19.8%	20.7%
		Dropped	24									
Phone	NO	N.A.	79	4	12	11	16	36		5.1%	20.3%	24.1%
	Yes	Committers	4	0	1	0	0	3		0.0%	25.0%	25.0%
		"Already Recycling"	21	5	4	3	3	6		23.8%	42.9%	47.6%
		Refused/No	27	2	3	4	8	10		7.4%	18.5%	22.2%
		Dropped	12									
Door-knock	NO	N.A.	37	5	6	6	6	14		13.5%	29.7%	32.4%
	Yes	Committers	30	5	7	6	4	8		16.7%	40.0%	46.7%
		"Already Recycling"	40	5	10	12	2	11		12.5%	37.5%	42.5%
		Refused/No	26	2	4	6	5	9		7.7%	23.1%	26.9%
		Dropped	9									
TOTALS			567	51	62	87	97	214		10.0%	22.1%	26.6%
total dropped HHs			56	total of 5 categories:					511			

- NOTES: (1) The original total of 567 households in the study group included 32 unidentified recyclers during the "before" period (April 2002)  
 (2) The revised total of 511 households in the study group still includes 30 unidentified recyclers from the "before" period.  
 (3) Including 23 of the "some chance" maybes brings the total to the 136 total households found to be recycling.